In the Abstract:

Please amend the Abstract as follows:

A web server for creating entries in an on-line database including a user-defined category and an associated description is disclosed. The web server may be configured to receive a request from a user to create an entry in the database; create an entry in the database; receive a category defined by the user for the entry and a description of the category; and associate the entry with the category. ~~Methods and apparatus for providing a searchable information system are disclosed. A networked computer hosting a web-accessible database containing content searchable by a networked user is provided. The computer is configured to associate content with keywords sponsored by an advertiser, and produce a set of results responsive to a keyword search by the user. The computer is also configured to determine which of the results are similar to at least one of the sponsored keywords, and present a search result page containing a listing arranged such that results similar to sponsored keywords are displayed as a sub-category on the search result page.~~